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- NEWS RELEASE -

BYSIEWICZ LAUNCHES MULTIMEDIA PUBLIC AWARENESS CAMPAIGN TO EDUCATE VOTERS ON NEW VOTING MACHINES

TV, RADIO, AND EASY TO USE WEBSITE PREVIEWED

HARTFORD: With approximately four weeks left until the November 4th presidential election – the first presidential election in Connecticut to be conducted using optical scan voting machines - Secretary of the State Susan Bysiewicz announced today the launch of an aggressive multimedia public awareness campaign to help educate residents.

“When Connecticut residents head to the polls on November 4th they will be prepared to vote,” said Bysiewicz. “This multimedia public awareness campaign is targeted at the nearly 60% of Connecticut residents that have not yet cast ballots using our new voting machines and will serve as a refresher for those who have already used them. The television and radio ads will educate voters on just how safe, simple, and secure it is to vote in Connecticut.”

The voter education campaign will consist of the following:

- Paid advertisements on broadcast television stations, cable systems, and radio stations across Connecticut;
- Public Service Announcements on Comcast Cable, CRIS Radio for the Blind and Print Handicapped and various radio stations;
- Launch of the www.Vote-EZ-CT.com website;

- More than 1 million voting guide inserts in local newspapers;
- More than 1 million pocket guides mailed to voters across Connecticut;
- Bilingual posters up in 1,000 public buses in Hartford, Waterbury, New Haven, Bridgeport, Norwalk and Stamford

“Connecticut residents that turn on the TV, listen to the radio, pick up a newspaper, check their mail or click on our website will be well informed on how to use the new voting machines,” said Bysiewicz. “This election will finalize the transition from the old lever voting machines to more reliable and secure paper ballots.”

As part of the public awareness campaign, Secretary Bysiewicz announced the launch of the website www.Vote-EZ-CT.com. The simple to use website provides users with video demonstrations of both the optical scan and vote-by-phone systems. Users can also download mail in voter registration forms. Also highlighted on the website are easy to find request forms for Overseas Ballots for Uniformed Service Members or citizens living outside of the United States wishing to vote using an Overseas Ballot.

In an effort to compliment the office’s “¡Tu Voto *Si* Cuenta!”(Your Vote *Does* Count!) program to register 10,000 Latinos to vote by Election Day, Secretary Bysiewicz also previewed Spanish language television and radio spots, produced by Bauza and Associates of Hartford, will air over the next four weeks. The spots will help educate the Spanish speaking population on using the new voting machines.

"This upcoming Presidential election will mark an unprecedented turnout of traditionally-disenfranchised voters including Latinos, and the Latino vote in Connecticut and other states will determine the next President of the United States,” said Luis Caban, Executive Director of the Southside Institutions Neighborhood Alliance. “The ¡Tu Voto *Si* Cuenta! campaign is reaching the state's Latino community in unprecedented ways and I'm proud to be a member of its Steering Committee."

Comcast produced a Public Service Announcement (PSA) featuring Secretary Bysiewicz in support of the voter education initiative. The PSA is airing throughout the month of October until Election Day in the 83 Connecticut towns and cities served by Comcast.

“Comcast is proud to partner with Secretary of State Susan Bysiewicz to promote voter education,” said Doug Guthrie, Vice President of Comcast’s Connecticut-Western Massachusetts Region. “We are pleased to be able to utilize our technology and resources to support causes that affect our local communities.”

The English language television spots hit the airways on October 6th and will air through midday Election Day. The English language radio spots began airing September 22nd and will run through November 4th. The Spanish language television and radio spots began airing September 29th and will run through Election Day.

Scripts:

English Language 30 Second TV Spot

Secretary of the State Bysiewicz (SOTS) seen walking between two long rows of old voting machines.

(SOTS) WHEN YOU GO INTO YOUR POLLING PLACE ON NOVEMBER 4TH, YOU MAY NOTICE SOMETHING DIFFERENT.

The voting machines disappear one by one

(SOTS) NO MORE LEVER VOTING MACHINES

Privacy booths appear in their place

(SOTS) INSTEAD, YOU'LL SEE THESE PRIVACY BOOTHS

Cut to SOTS at registration table and/or holding paper ballot

(SOTS) AFTER YOU CHECK IN, YOU'LL BE GIVEN A PAPER BALLOT

Close-up of ballot being filled in

(SOTS) JUST FILL IN THE OVALS NEXT TO YOUR CHOICES

Optical Scanner appears next to SOTS

(SOTS) THEN PLACE THE BALLOT IN THE SCANNER, AND YOU'RE DONE!

Close-up of SOTS

(SOTS) OUR NEW WAY OF VOTING IS SAFE, SECURE, AND ACCURATE.

Logo animation

(SOTS) REMEMBER, IT'S YOUR VOTE. SO FILL IT IN AND MAKE IT COUNT. FOR MORE INFORMATION, VISIT VOTE-EZ-CT.COM.

Spanish Language 30 Second TV Spot (Translation)

TV: Opens to a dance floor and we see a pair dancing and the woman is teaching the man to dance the cha-cha-chá	SFX: Upbeat music MAN: One ...two...cha-cha-chá
Tight shot on the feet of the couple and we see the man step on the woman's foot.	MAN: One ...two...cha-cha-chá WOMAN: Ouch! You stepped on me

	VO: Perhaps dancing isn't always so simple
Secretary enters the scene	Secretary: But voting in the next election surely will be
Cut to a paper ballot	VO: Voting on November 4 is as simple as 1-2-3
SUPER: Voting is as easy as 1-2-3	
Scenes of people voting	VO: With the new optical voting machine All you need to do is fill in the oval next to your candidates and insert the ballot into the voting machine
The Secretary of State enters and inserts a ballot into the voting machine Logo enters	Secretary: Follow my steps on November 4 th It's easy!